Design thinking on Entrepreneurship in Hospitality Sector

Duration	2 hours + 1hour40min + 2 hours	Mode	Physical
Nr. of Facilitator(s)	2	Nr. of Participants	24
Session objectives	To learn the approach of design thinking and empathic planning		
Room requirements	One big room		
Supplies and equipment	PC, video projector, pencils, paper, post-its, color markers		
Materials	[Design thinking on Entrepreneurship in Hospitality](#)		

Description

Include Instructions facilitators, step by step description, time schedule

Duration	Instructions
5 min	Introduction Dividing into small groups -> during the session they will design a product or an experience / service related to hospitality sector and tourism.
10 min	Introduction activity: You own a restaurant: design the perfect menu

30 min	Presentation:
	   - From design to design thinking
	   - Human centered

	- From problem to solutions
1hour and 15 min	Challenge: Design a solution that can help Gambini Hotel managers to provide better services to their guests: - Step 1: Read the quote and define why it is a problem for the guest and define the needs
	Coffee break (20min)
50 min	- Step 2: Ideate as many solutions as possible to the need founded -> different kind of solutions: involves touch sense, fully digital, free, ….
50 min	- Step 3: Read all the solutions and discuss them with your team (can add new or melt solutions) - vote 5 solutions and select 3
	Lunch break (1hour)

1 hour	*Information about a prototype*
	
	   - Step 4: Prototype and test your ideas - iterate the process
	   + take feedback from your colleagues (feedback template)
	      - What worked?
	      - What not?
	      - New ideas?

1hour	- Step 5: What have you learned from your prototypes? Choose the one that best matches customer's needs and present it to the audience
5min	Final restitution

Mobiliteach Sectoral
Hospitality and STEAM Cross disciplinary didactics

Forth Teacher Training
Bologna 7-10 March 2022

8th MARCH 2022
Design Thinking & Entrepreneurship

**Hello! Nice to meet you,
my name is Beatrice Starace.**

Who are you?

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You and your team own a restaurant.
Design the perfect menu

[10 min]

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What does it mean
DESIGN?

Design is a PROCESS

- creative
- human centered
- non-linear
- iterative

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Design >> Design Thinking

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"Design thinking is a human-centered approach to innovation that draws from the designer's toolkit to integrate the needs of people, the possibilities of technology, and the requirements for business success."

Tim Brown, C.E.O. IDEO
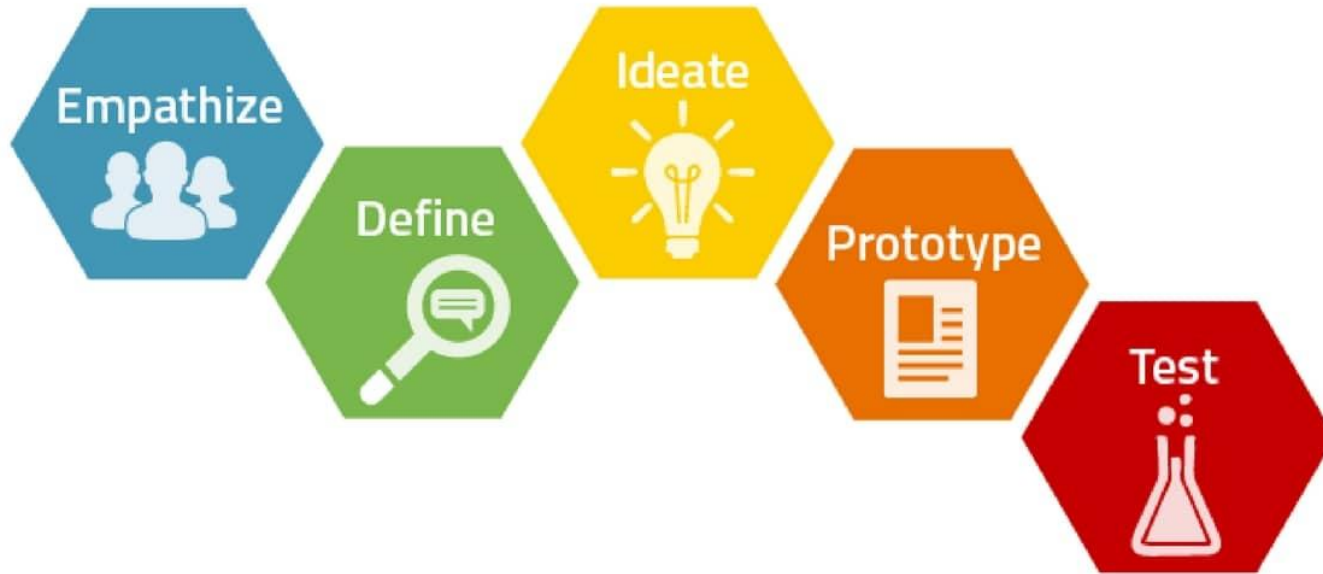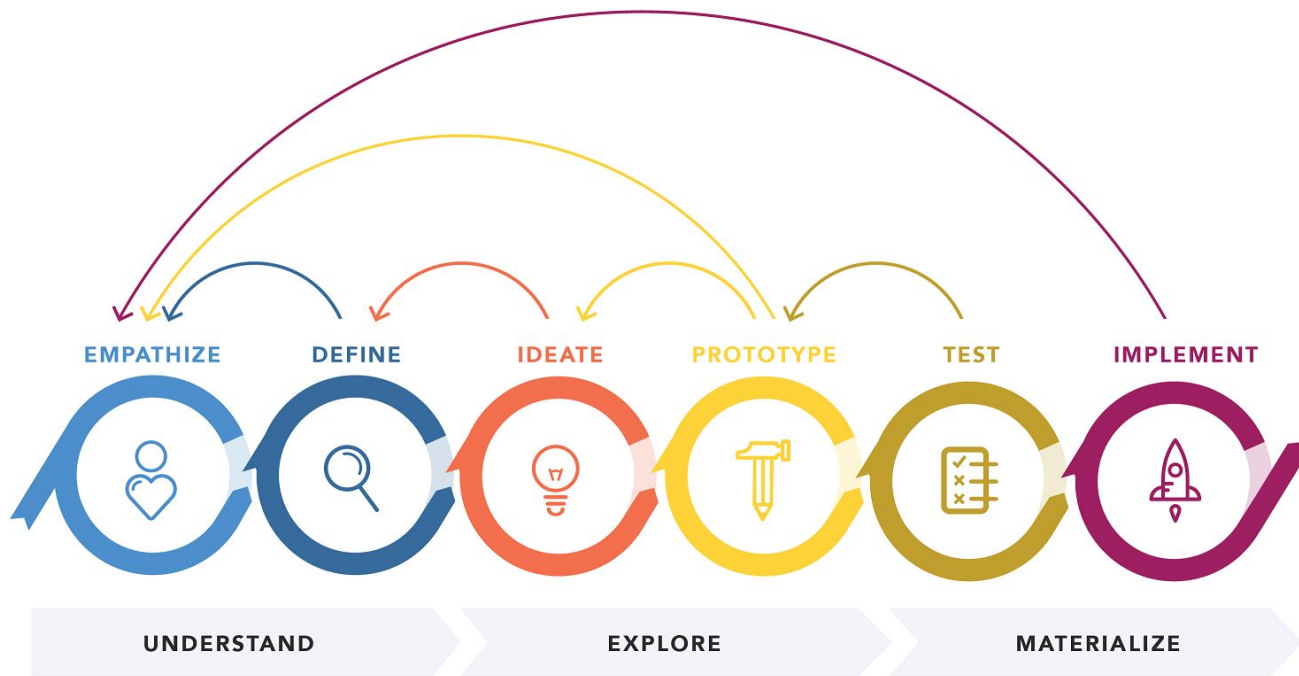
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EMPATHIZE   DEFINE   IDEATE   PROTOTYPE   TEST   IMPLEMENT

UNDERSTAND   EXPLORE   MATERIALIZE

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Empathize
Understanding people

Define
Figuring out the problem

Test
Refining the product

Prototype
Creation and experimentation

Ideate
Generating your ideas

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Human Centered

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What does she need?

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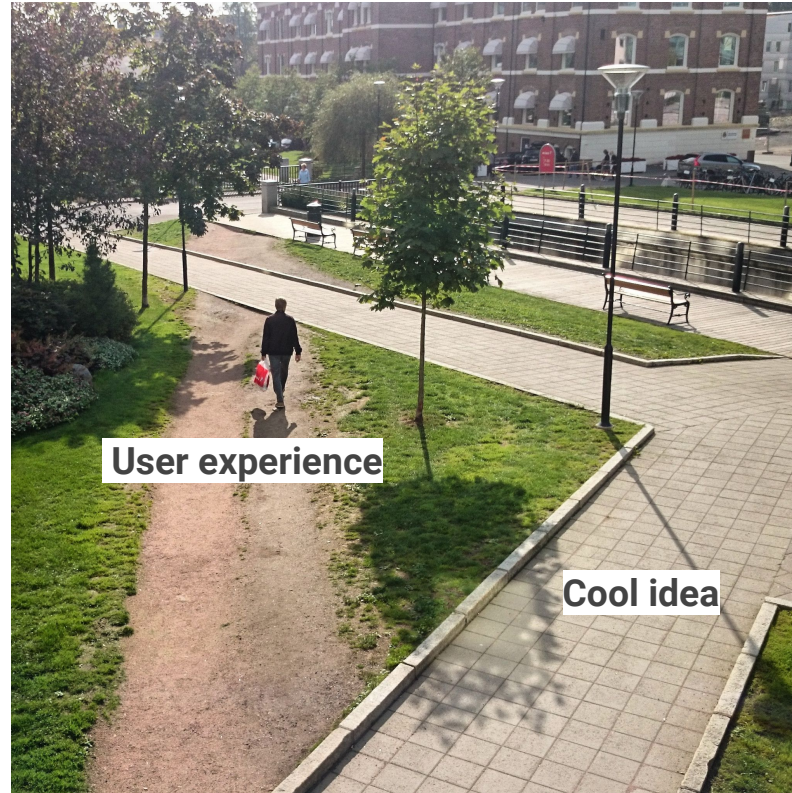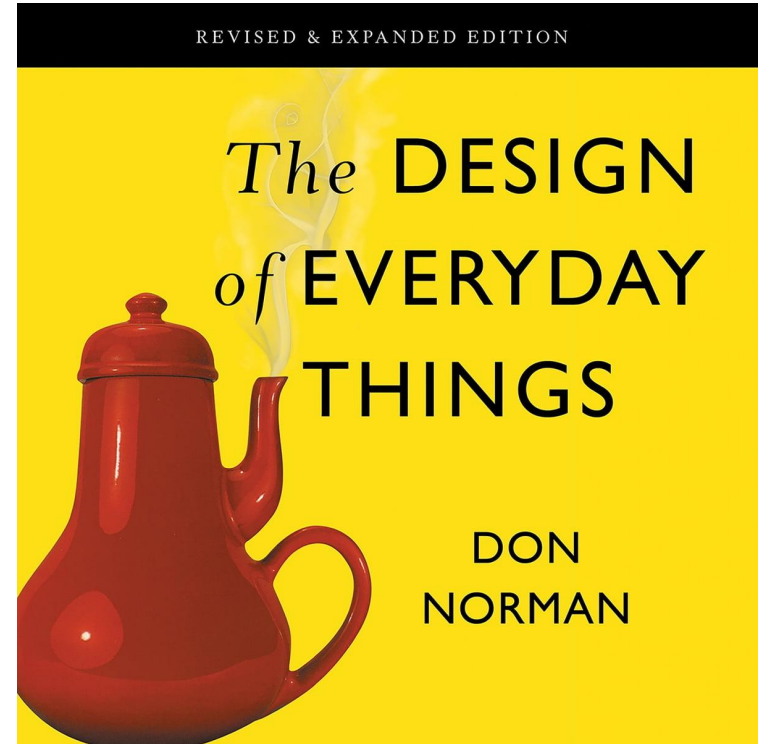
Is the stair stool a **need** or a **solution?**

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Problem >> People >> Needs >> Solutions

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Problem >> ~~People >> Needs~~ >> Solutions

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Why is that a problem for the people we are designing for?

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Let's design!

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Challenge:
Design a solution that can help Gambini Hotel managers to provide better services to their guests.

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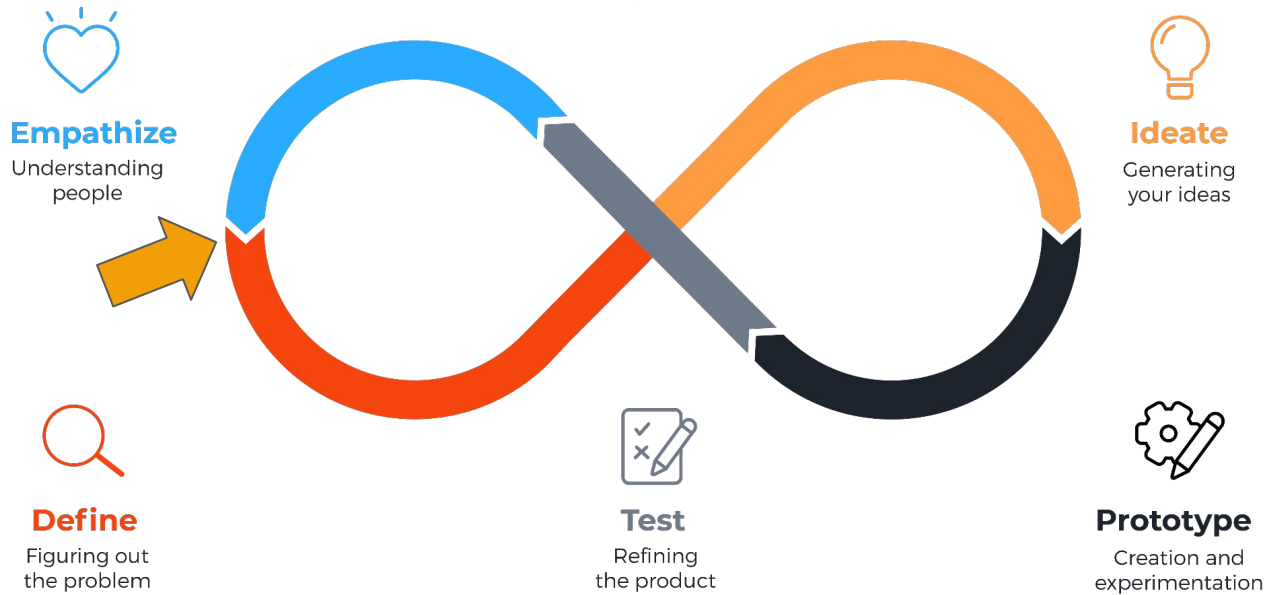
Step 1:

Read the following quote and define the problem, let me empathize with the guest, highlighting struggles and desires.

Why is that a problem for the guest?

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"The two stars are for the soap and related products in the bathroom and the cleaning lady who was not only great at her job but also very friendly and approachable.

She should train frontline staff. Check in was inadequate- I had to ask for a map and description of how to get to the main square and attractions. When I asked about public transport I was dismissed really saying it costs less than €2 which was not my question. I have a walking stick and wanted to know which buses would get me back and how to use the service.

When my travelling companion came back from catching up with a friend at about midnight who happened to be in Bologna he was confronted by the front desk with a shout: Room number? Not good evening sir can I have your room number please?? And then explain why - it was an embarrassment.

The safe didn't work properly I asked about it and waited for 20 minutes for someone to come - no one did. This hotel caters for conferences etc and I think they are far more interested in keeping corporate clients happy and not tourists. Look elsewhere is my advice."

Real quote from Tripadvisor

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- **name**
- **bio**
- **background**
- **struggles and desires**
- **why is that a problem for him**
- **needs**
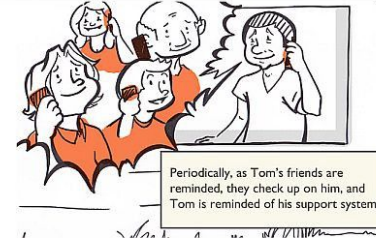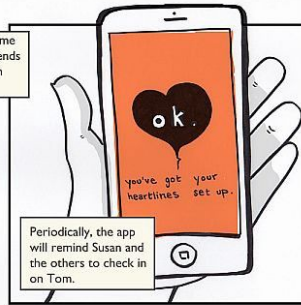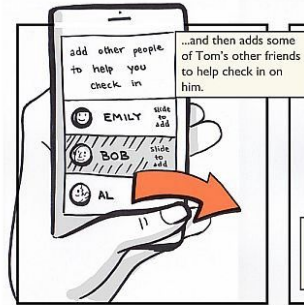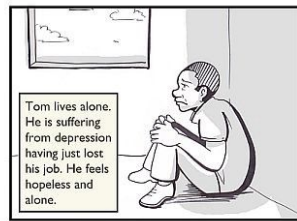
Coffee Break! =)

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Understanding people

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Test
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Ideate
Generating your ideas

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Step 2:

Ideate as many solutions as possible to the need you founded.
It's about QUANTITY not quality.

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Solution name

Description as a Tweet

Draw, if needed

Imagine at least one solution that involves all the 5 senses

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Solution name

Description as a Tweet

Draw, if needed

Imagine at least one solution fully digital

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Solution name

Description as a Tweet

Draw, if needed

Imagine at least one solution that does not require any tech component

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Solution name

Description as a Tweet

Draw, if needed

Imagine at least one solution actionable in just one day

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Solution name

Description as a Tweet

Draw, if needed

Imagine at least one solution totally free

MOBILITEACH
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Solution name

Description as a Tweet

Draw, if needed

Imagine at least one solution that would be illegal

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Step 3:

Take some time to read all the solutions and discuss them with your team. You can add new solutions or melt some of them.

Vote 5 solutions and select 3, the most popular ones.

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Understanding people

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Lunch Break! =)

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What is a PROTOTYPE?

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1

2

3

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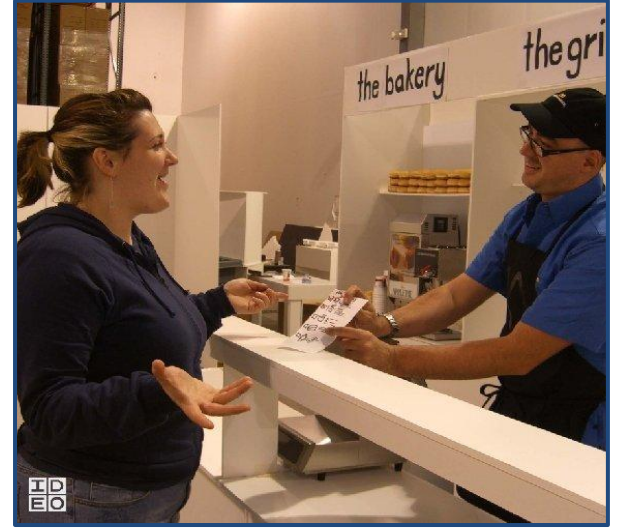
A prototype can be **anything that takes an experienciable form**.
A concrete representation of part or all of a service:
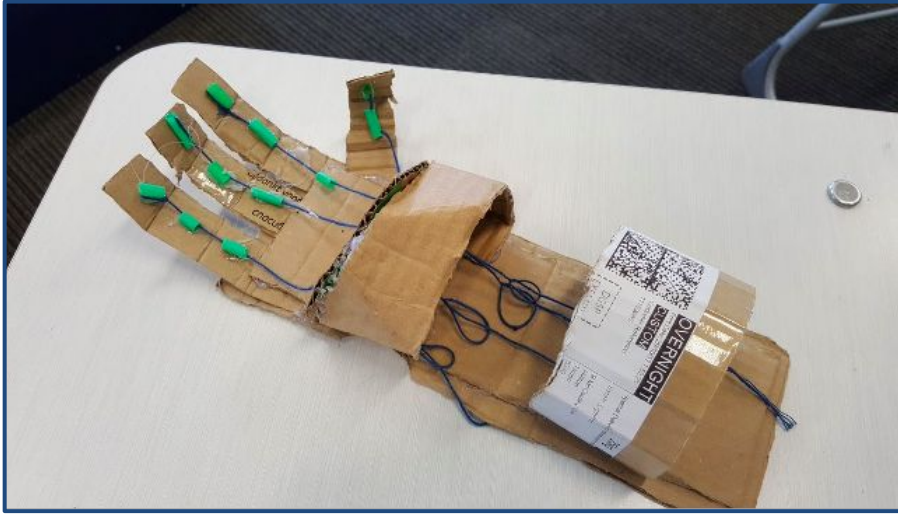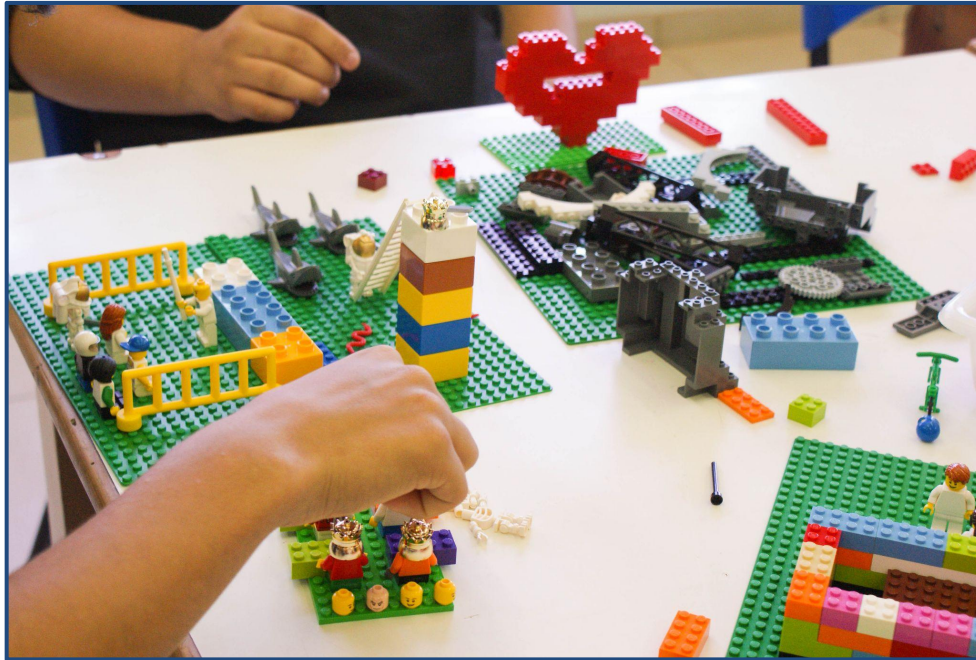a tangible artifact, not an abstract description.
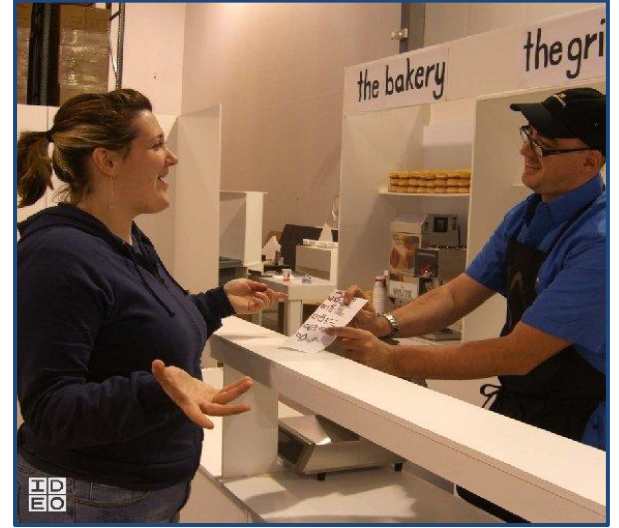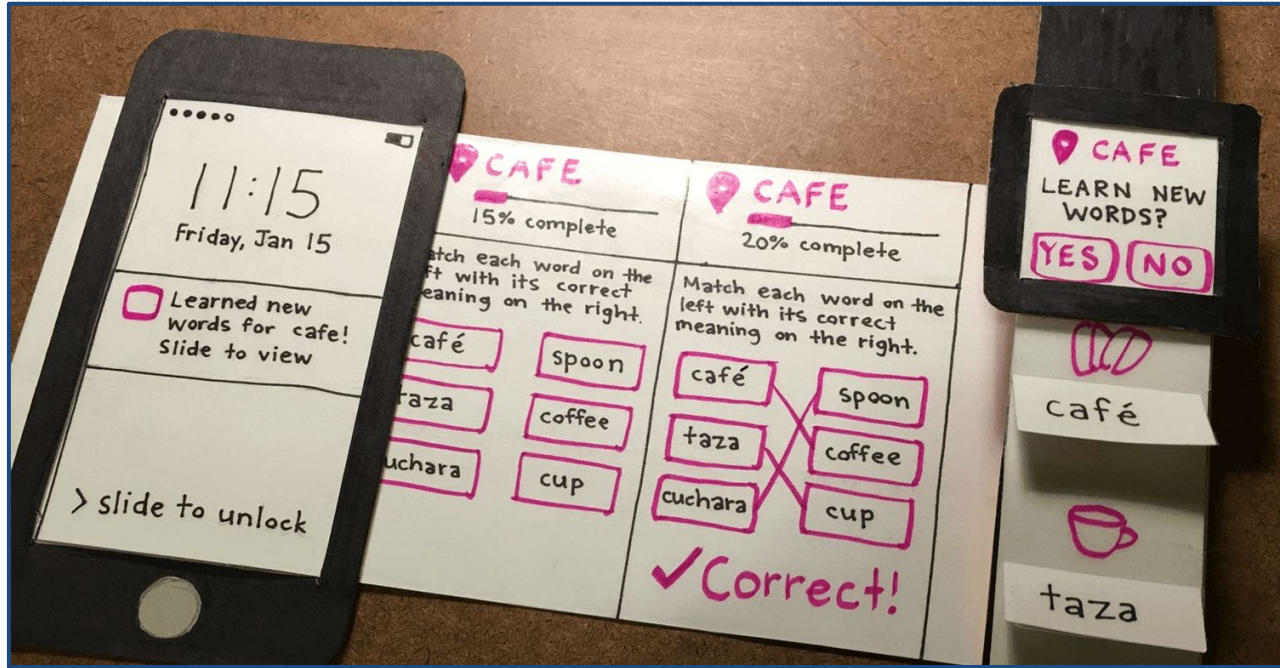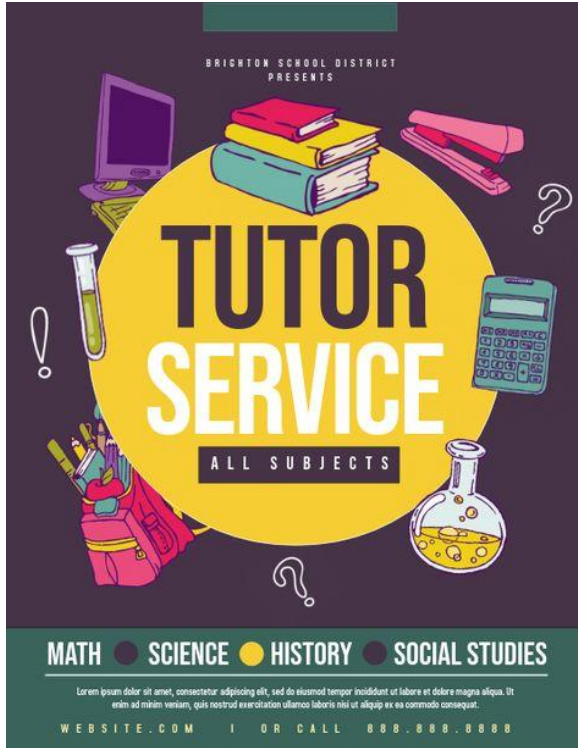
MOBILITEACH
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1

2

3

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Product

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Service

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Service

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Service

Service

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Service

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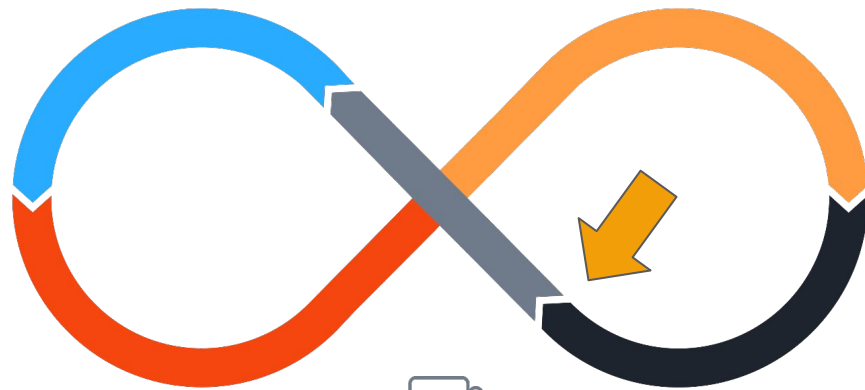
Step 4:

Prototype & Test your ideas (all of them). Iterate the process <u>as many time as you can</u> and take feedbacks from your colleagues.
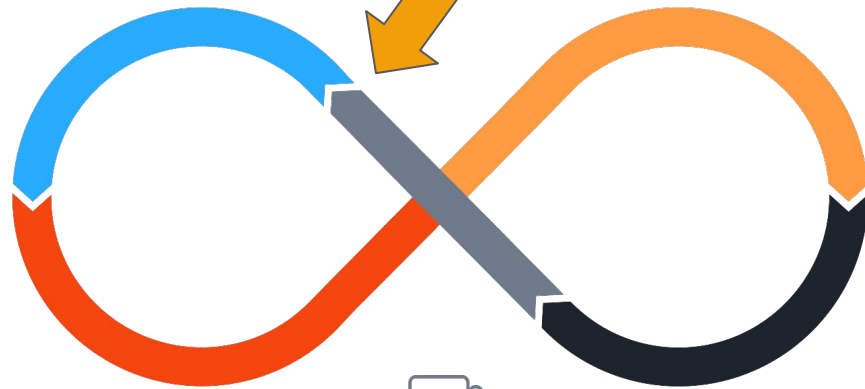
What worked? What not? New ideas?

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Feedback Template

What worked?	What not?
New Ideas…	**What to do now**

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Step 5:

What have you learned from your prototypes? Choose the one that best matches your customer's needs and present it to the audience.

TIP: In your storytelling highlight the whole process, not only the output.

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